

12 Sales Material Mistakes That Trigger Compliance Issues in Medical Devices

- ✓ Claims beyond intended use
- ✓ Outdated clinical data
- ✓ Inconsistent sales messaging
- ✓ Overstated product benefits
- ✓ Missing risk disclosures
- ✓ Uncontrolled distributor content
- ✓ Misleading visuals
- ✓ Unsupported competitive claims
- ✓ Sales decks misaligned with labeling
- ✓ Missing approval workflows
- ✓ Localization review gaps
- ✓ Launch without final compliance validation